

## ORDER

FIRST COAST NEWS



A SANNETT COMPANY

**Orders**  
**Order / Rev:** 711787  
**Alt Order #:** 6305315  
**Product Desc:** SODERBERG FOR SENATE  
**Estimate:** 584  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 09/06/12 / 09/06/12  
**Order Type:** Political

**WTLV-TV**  
**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Abar Hutton Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 6190 Grovedale Court Suite 200  
 Alexandria, VA 22310

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Soderberg, N/ D/ State Senate  
**Demographic:** A35+  
**Product Codes:** PL-State Senate  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	57	\$21,960.00	\$18,666.00
10/29/12	10/29/12	12	\$9,055.00	\$7,696.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	57	\$21,960.00	\$18,666.00	0.00
November 2012	12	\$9,055.00	\$7,696.75	0.00
<b>Totals</b>	<b>69</b>	<b>\$31,015.00</b>	<b>\$26,362.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	32%	\$31,015.00
Market	100%	\$96,921.88

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	7%	\$6,784.53
WCWJ	2%	\$1,938.44
WJXT	33%	\$31,984.22
WJXX	7%	\$6,784.53
WTEV	19%	\$18,415.16

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	10/23/12	10/26/12	5a-530a 5a-530a	CM	M-F 5a-530a	-T-TF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-TF--					3	\$200.00		0.00			
E 2	WTLV	10/23/12	10/29/12	530a-6a 530a-6a	CM	530a-6a	MTWT---	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWT---					4	\$200.00		0.00			
E 3	WTLV	10/25/12	10/29/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	M--T---	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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 Estimate: 584

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WTLV	10/25/12	10/29/12	M-F 6-7a M-F 6-7am (6:30 AM-7:00 AM)	CM	6a-7a	M--T---	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/25/12	10/31/12	M--T---		2				\$950.00		0.00			
E 4	WTLV	10/23/12	10/29/12	Today Show M-F 7-9am (7:00 AM-8:00 AM)	CM	7a-9a	MTWTF--	:30	5	\$800.00	P-1	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--		5				\$800.00		0.00			
E 5	WTLV	10/23/12	10/29/12	Today Show M-F 7-9am (8:00 AM-9:00 AM)	CM	7a-9a	MT-T---	:30	3	\$875.00	P-1	0.00	NM	3	\$2,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MT-T---		3				\$875.00		0.00			
E 6	WTLV	10/23/12	10/29/12	Today Show II M-F 9-10am	CM	9a-10a	MTW-F--	:30	4	\$400.00	P-1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTW-F--		4				\$400.00		0.00			
E 7	WTLV	10/23/12	10/29/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	MT-TF--	:30	4	\$325.00	P-1	0.00	NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MT-TF--		4				\$325.00		0.00			
E 8	WTLV	10/23/12	10/29/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	MTWTF--	:30	5	\$80.00	P-3	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--		5				\$80.00		0.00			
E 9	WTLV	10/23/12	10/29/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MTWTF--		5				\$100.00		0.00			
E 10	WTLV	10/23/12	10/29/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	MT--F--	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/23/12	10/29/12	MT--F--		3				\$125.00		0.00			
E 11	WTLV	10/23/12	10/26/12	M-F 3-4p Katie	CM	M-F 3p-4p	-TWTF--	:30	4	\$90.00	P-3	0.00	NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		4				\$90.00		0.00			
E 12	WTLV	10/23/12	10/26/12	M-F 4-5p Ellen	CM	M-F 4p-5p	-TWTF--	:30	4	\$150.00	P-3	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TWTF--		4				\$150.00		0.00			
E 13	WTLV	10/23/12	10/26/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	-TW-F--	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TW-F--		3				\$225.00		0.00			
E 14	WTLV	10/24/12	10/26/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	--W-F--	:30	2	\$575.00	P-1	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W-F--		2				\$575.00		0.00			
E 15	WTLV	10/26/12	10/29/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	M---F--	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/26/12	11/01/12	M---F--		2				\$1,000.00		0.00			
E 16	WTLV	10/23/12	10/24/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	-TW----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-TW----		2				\$1,000.00		0.00			
E 17	WTLV	10/25/12	10/29/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	M--T---	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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WTLV-TV

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E 17	WTLV	10/25/12	10/29/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	M--T---	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/25/12	10/31/12	M--T---					2	\$1,200.00		0.00			
E 18	WTLV	10/29/12	10/29/12	Mon Prime Other Mon Prime Special 2+ hour	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----					1	\$3,000.00		0.00			
E 19	WTLV	10/23/12	10/26/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-T-TF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-T-TF--					3	\$400.00		0.00			
E 20	WTLV	10/24/12	10/26/12	4:30a-5a M-F 4:30-5a	CM	4:30a-5a	--W-F--	:30	2	\$35.00	P-3	0.00	NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W-F--					2	\$35.00		0.00			
E 21	WTLV	10/23/12	10/23/12	Tue Prime A Tue Prime A	CM	Tue 8p-9p	-T-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-T-----					1	\$1,500.00		0.00			
E 22	WTLV	10/25/12	10/25/12	Thu Prime C Thu Prime C	CM	Th 10p-11p	---T---	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	---T---					1	\$800.00		0.00			
E 23	WTLV	10/27/12	10/27/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-					1	\$175.00		0.00			
E 24	WTLV	10/27/12	10/28/12	Sa-Su 6-630p Sa-Su 6-6:30pm	CM	Sat-Sun 6p-6:30p	-----SS	:30	2	\$335.00	P-1	0.00	NM	2	\$670.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----SS					2	\$335.00		0.00			
E 25	WTLV	10/27/12	10/27/12	PA (Sa) PA (Sa)	CM	Sat 7p-8p	-----S-	:30	1	\$315.00	P-1	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-					1	\$315.00		0.00			
Totals													69	\$31,015.00	